

**Amendment in Response to Non-Final Office Action**  
I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted via the Office electronic filing system in accordance with § 1.6(a)(4).

Dated: February 17, 2009

Signature:

  
(Lisa deCordova)

Docket No.: 65003/P002US/10312242  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Ajay R. Bam et al.

Application No.: 10/691,459

Confirmation No.: 7339

Filed: October 22, 2003

Art Unit: 3688

For: SYSTEM AND METHOD OF GENERATING,  
DISTRIBUTING, AND/OR REDEEMING  
PROMOTIONAL OFFERS USING  
ELECTRONIC DEVICES

Examiner: K. H. Le

**AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated October 15, 2008, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 12 of this paper.